



OUTREACH NEWSLETTER

California PCIP's Record Breaking Enrollment Continues!

October 2011 was another record enrollment month for CA PCIP, with over 700 subscribers enrolled! We are averaging approximately 675 new subscribers a month (August – October)! And California still has the 2nd highest PCIP enrollment in the nation!

To date, and with your support, CA PCIP has enrolled over 5,200 subscribers!

CA PCIP enrollment reflects California's diverse population, as shown by the gender, age, and ethnicity statistics provided below.

CA PCIP Subscribers Demographics October 2011	
Gender of Subscribers	Percentage of Total Subscribers
Female	54.9%
Male	45.1%
Age Category of Subscribers	Percentage of Total Subscribers
Age: 0 - 29	18.8%
Age: 30 - 49	41.1%
Age: 50 - 64	39.3%
Age: 65 +	.8%
Ethnicity of Subscribers	Percentage of Total Subscribers
White	53.5%
Asian/Pacific Islander	8.4%
Latino	7.8%
African American	2.3%
Native American Indian/Alaska Native	.5%
Other/Not Given/Unknown	27.5%

CA PCIP's mission is to help uninsured Californians get the health coverage they need. And together, we can!



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BENEFIT RESOURCES FOUND AT PCIP.CA.GOV

Once enrolled in PCIP, a subscriber may have various questions regarding their benefits. Answers to the majority of their questions can be found on PCIP's website at www.pcip.ca.gov.

The “[myPCIP](#)” tab of the website is a one-stop shop for subscribers to access and learn more about PCIP benefits. Once subscribers create an account using their PCIP Subscriber ID number, they will be able to do the following:

- View PCIP announcements
- Search for an in-network provider
- Review claims status
- Track out-of-pocket expenses
- View Explanation of Benefits (EOB) for services
- Print a temporary ID card and request a replacement card
- Download and print the following:
 - Out-of-Network Claim Form
 - Direct Prescription Reimbursement Claim Form
 - Mail Order Prescription Claim Form
 - Internal Appeal Request Form
 - Independent External Review (IER) Request Form
- Access the following Health Education Resources:
 - World Doc
 - Global Fit
 - Health Advocate

A comprehensive explanation of benefits called the Summary Plan Description Booklet (SPD), located at www.pcip.ca.gov/My_PCIP/PCIP_Benefits.aspx, can also be found under the “myPCIP” tab. This booklet is the official statement for PCIP benefits. The SPD explains the scope of benefits and services under PCIP, how those benefits can be obtained, and the subscribers' rights and responsibilities.

For additional benefits related questions, subscribers can call PCIP customer service at 1-877-629-1500 (Monday-Friday, 6 a.m. to 6 p.m.)

ARE YOU PCIP CERTIFIED YET?

If you are a Certified Application Assistant (CAA), why not become PCIP certified?

Eligible enrollment entities whose CAAs are PCIP certified may qualify to receive a \$100 Application Assistance Payment!

Enrollment Entities (EEs) can now participate in the PCIP Application Assistance Payment Program. The EE must be registered with the Healthy Families Program (HFP) and/or PCIP.

To be eligible for the Application Assistance Payment:

- EEs currently registered with HFP do not need to re-register.
- EEs not currently registered with HFP need to submit an Invitation to Participate (ITP) Form to PCIP for approval.
- CAAs need to complete PCIP certification.
 - The certification process:
 1. Requires CAAs to take the 2-hour PCIP 101 training course on the PCIP website, www.pcip.ca.gov, under the Outreach tab.
 2. CAAs who complete the PCIP 101 training course and pass the certification exam will be PCIP certified.
 3. A link to the certification exam is located at the end of the PCIP 101 training course. Be sure to view the training course, which is a power point presentation, in slide show mode in order to access the exam.

In order for the EE to receive the PCIP application assistance payment, the PCIP certified CAA must complete Section 10 of the new [PCIP/MRMIP Application](http://www.pcip.ca.gov/Downloads/), located at www.pcip.ca.gov/Downloads/. All applicable boxes for the EE/CAA must be filled out to qualify for the PCIP application assistance payment. Missing information will not be accepted at a later date for payment.

For further information about the EE/CAA process for the PCIP and CAA PCIP certification, please contact the EE/CAA Liaison Helpdesk at 1-800-279-5012 Monday through Friday from 8:30 a.m. to 5:00 p.m., Or you may email us at PCIP@Maximus.com.

HOW HEARD SURVEY

We want to know how people are hearing about PCIP.

During the past several months, many outreach efforts were launched to spread the news about the California PCIP.

Outreach efforts include; radio station and in-store pharmacy radio ads, newspaper articles and ads, and partnerships with insurance agents and brokers, disease and ethnic based organizations, community based organizations, hospitals, health centers and physicians.

Through the “How Heard” surveys on our application, website and call center scripts, information is collected about how the public learns about the program.

PCIP/MRMIP Application

On the first page of the PCIP/MRMIB Application, section three, applicants are asked how they learned about PCIP or MRMIP by checking applicable boxes.

PCIP Website

At www.pcip.ca.gov, we've added the Popular Link “Tell Us How You Heard About PCIP.” The survey is a short two-question survey and takes just a couple of minutes to complete.

Customer Service Call Center 1-877-428-5060

Callers to our Call Center are asked how they heard about PCIP.

We thank all of the California Insurance Agents and Brokers and Certified Application Assistants for all of your hard work! REMEMBER, when you assist with an application, be sure the applicant checks a box to let us know how they learned about PCIP. The information provided will greatly assist us in our outreach efforts.

HOW LONG DOES PCIP ENROLLMENT LAST?

Once enrolled, subscribers are able to remain in PCIP for the duration of the program, **as long as they continue to meet all eligibility requirements and their premium payments are received by the due date.**

The program will last until December 31, 2013 when the national health reform is set to begin and PCIP subscribers are transferred to the exchange. After that date, there will no longer be a need for high risk pools because federal rules will not allow insurers to reject persons with pre-existing conditions or charge them higher rates than those without such conditions.

PCIP does not require subscribers to complete an annual eligibility or re-determination review. To remain enrolled in PCIP, subscribers:

- Must reside in California;
- Must not obtain other creditable health care coverage;
- Must ensure their immigration documentation is valid and un-expired*; and
- Must ensure their premium payment is received by the due date*.

*PCIP sends a letter notifying the subscriber in advance that;

- Their immigration documentation will expire soon; or
- Their premium payment is past due and the date that the payment must be received by, in order to stay enrolled.

If disenrollment occurs, PCIP will send a letter indicating the disenrollment date and explaining the reason for disenrollment. The disenrollment date indicated is the last date of coverage.

- *It is important to remember that once disenrolled, the subscriber will not qualify for PCIP again until they have been without creditable health care coverage for at least six months.*

Hot off the Press!
We've Got You Covered!

PCIP now has a colorful and useful tri-fold brochure and business card available for your outreach activities. These informative resources provide basic information on the program to help clients decide if PCIP is right for them. Plus, both pieces include areas for your contact information.

For information on Outreach and/or to order outreach materials contact Moorea Warren, PCIP Outreach Coordinator at (916) 673-4692 or mooreawarrenharms@maximus.com

Is a pre-existing medical condition keeping you from getting health insurance?

We've got you covered!

Benefits include: doctors visits · prescription drugs
No annual or lifetime maximum



pcip.ca.gov
1.877.428.5060
Mon-Fri 8am-8pm
Sat 8am-5pm

We've Got You Covered



California Pre-Existing Condition Insurance Plan

Health insurance
for California residents with
pre-existing conditions



Connect with PCIP! See inside for details.
Visit us at pcip.ca.gov.

